

Ayudante, Inc.

Dec 2025

 Google Marketing Platform

Update Magazine

Ayudante, Inc.

Digital marketing and measurement consultancy with offices in Japan, Singapore, and Canada. Google Analytics Certified Partner since 2009 (Japan) and 2013 (Singapore).



Company History

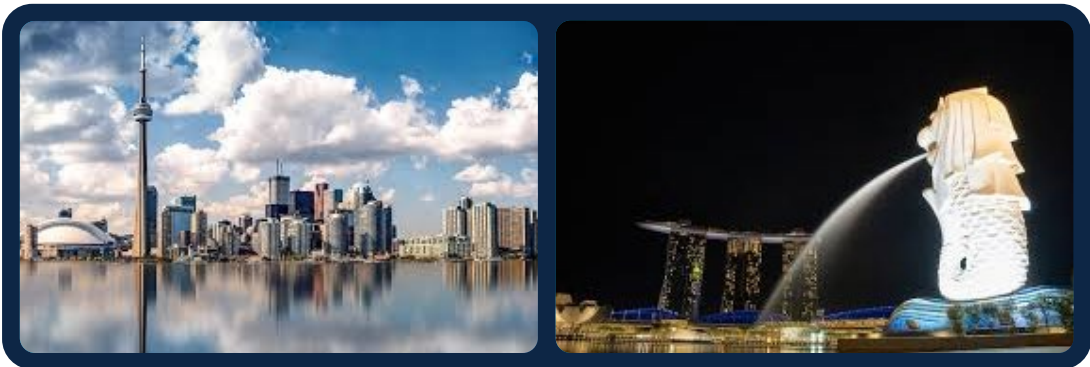
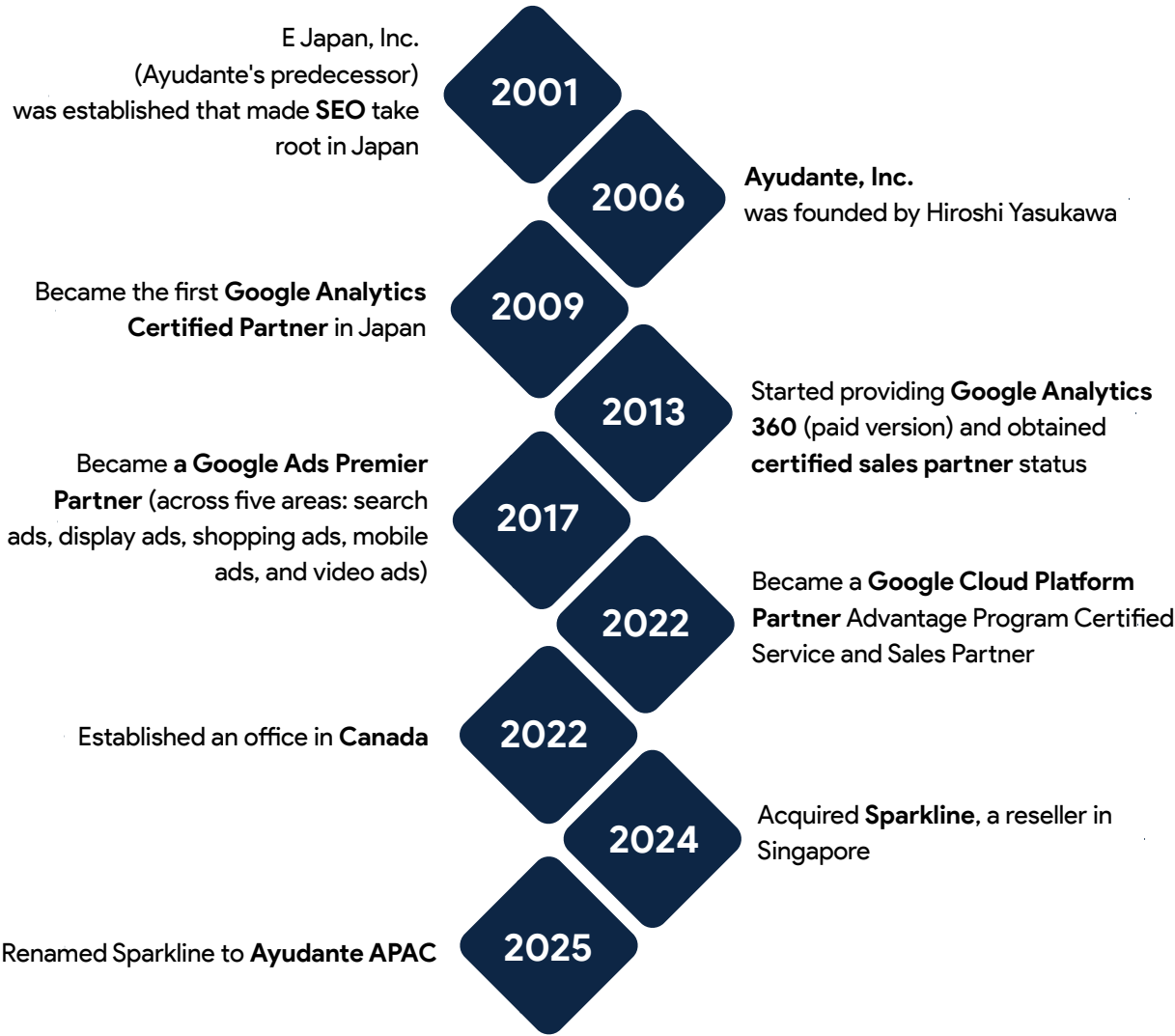


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Google Marketing Platform Update

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Cost Data Import has been renamed to Campaign Data Import

Google Analytics has updated the name of the existing *Cost Data* Import feature to *Campaign Data Import*.

This change improves consistency between the feature name and its core capability—importing campaign-level attributes and metrics such as cost, clicks, and impressions from non-Google advertising platforms.

The functionality itself remains completely unchanged. Any existing data imports will continue to run uninterrupted under the new name, Campaign Data Import. No action is required on your part.

For more details, please see:

Help:

[Import campaign data](#)





New Infrastructure for User-Provided Data

A new infrastructure for User-Provided Data (UPD) has been released. This allows new users of UPD to implement the feature without any degradation in functionality.

As a result, **UPD performance for conversions and Customer Match** will be improved.

Customers who adopted the earlier version of the infrastructure may experience some temporary degradation until they are migrated to the new system in Q2 2026.

For more details, please see:

Help:

[First-party data: User-provided data collection](#)



Ensuring the Accuracy of Paid Reporting Request to Review Your URL Tracking Settings

We have identified cases in certain Google Analytics properties where important tracking identifiers—such as **gBraid** and **gad_source**—are being removed from click URLs.

When this occurs, Google Analytics is unable to automatically retrieve campaign information from Google Ads in situations where the standard GCLID / DCLID cannot be collected. This may affect attribution and, as a result, reduce the accuracy of your paid advertising reports.

Action required: To maintain data quality and reporting accuracy going forward, **please review your URL tracking settings and ensure that these identifiers are not unintentionally blocked or stripped.**

Upcoming GA diagnostic features:

A new set of Google Analytics diagnostics will be released in Q1 2026, enabling automatic detection when important aggregation identifiers (e.g., gBraid, gad_params) are removed from URLs.



Parameters Can Now Be Used as Default Values in Filter Controls

You can now use parameters as default values in filter controls.

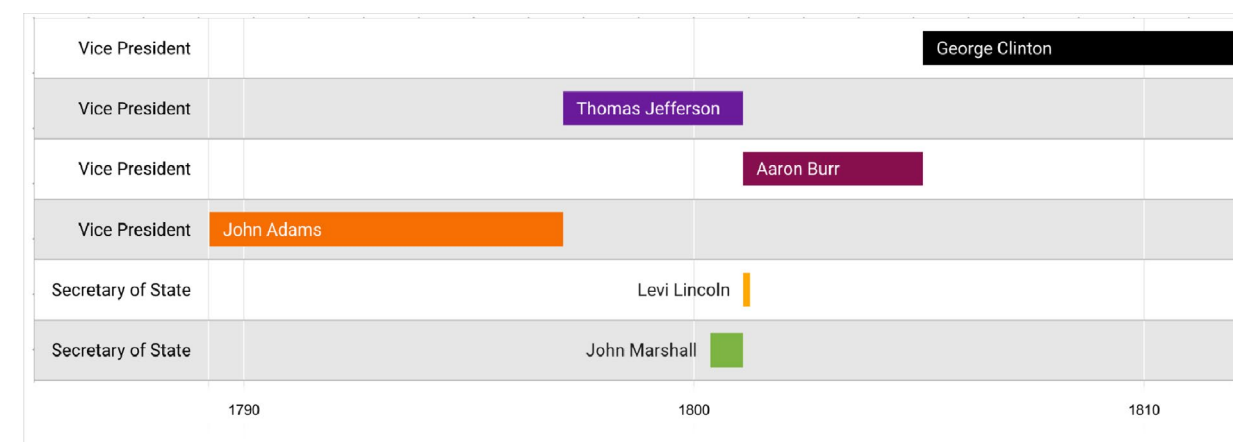
Help:

[Dropdown list and fixed-size list controls](#)



Modernised Timeline Chart

The timeline chart now features a modernised appearance by default, along with new options for customising bar corner radius, axes, and grid lines.



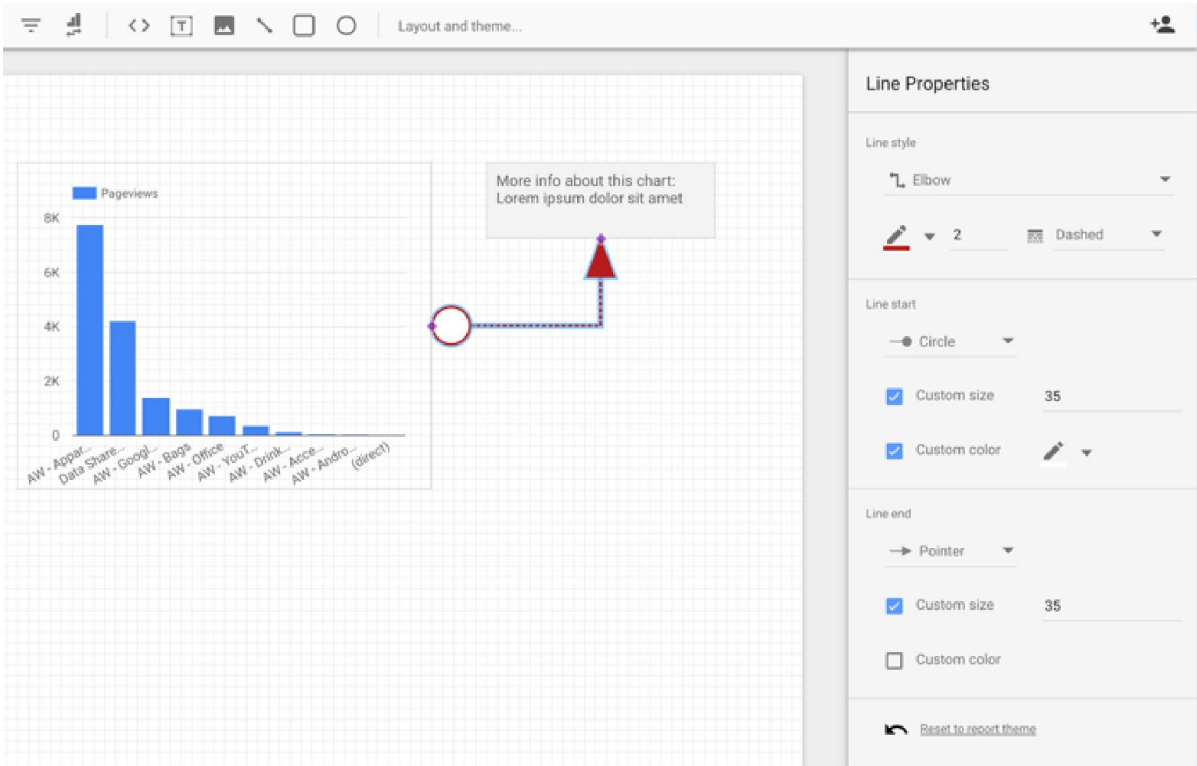
Help:

[Timeline chart reference](#)



New Shape Types Added

The Shapes menu has been enhanced and expanded with new shape types available for report editors.



Help:
[Add text, images, lines, and shapes to your reports](#)

Ayudante Columns

Power BI vs. Looker Studio: A Hands-On

Power BI vs. Looker Studio: A Hands-On



Wish Looker Studio adopt these Power BI capabilities

Google Looker Studio (formerly Data Studio) is a great entry-level BI tool—free, browser-based, and simple for interactive dashboards. But once your reporting needs grow, many users start to feel friction: small inefficiencies, missing controls, limited formatting, and repetitive manual work.

Recently we had an opportunity to work with Microsoft Power BI because the client standardized all tools on Microsoft Azure cloud, and I would like to share my experience that makes working on Power BI a powerful experience. I wish in future, some of these features will be incorporated into Looker Studio.

A word of caution though, the two tools are primarily positioned to two different market segments, address different customer needs, and work in fundamentally different ways but there are scenarios where both can well serve your reporting / dashboarding needs (esp. in enterprise settings for executive reporting).

by Vibhor Jain , Digital Marketing Engineer

Vibhor shares a practitioner's perspective after working with both platforms, **highlighting why Power BI deserves serious consideration for executive-level dashboarding** — even if Looker Studio remains a strong, accessible entry-level BI tool.

Read the full article here:

<https://ayudante.jp/column/2025-12-03/13-00/>

Digital Advertising for B2B: Five Steps to Begin

Digital Advertising for B2B: Five Steps to Begin



We've recently had a small wave of business owners and leaders asking where to start, or how to reboot their digital advertising after many years. No surprises, things have changed! Perhaps a good time to review the basics.



by Jose Uzcategui, Digital Ads & Analytics Consultant

Jose breaks down the essentials of getting started — or starting again — with B2B digital advertising, especially at a time when platforms, privacy, and AI have reshaped the landscape. His article distils **the fundamentals into five practical steps anyone can act on.**

Read the full article here:

<https://ayudante.jp/column/2025-11-21/13-00/>

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